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MARKETING ACTIVITIES

February 1944



Issued monthly by the OFFICE OF DISTRIBUTION
WAR FOOD ADMINISTRATION

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STARVATION OR PLENTY
By Harry L. Carr Page 3

February would be a lean month, the "experts" predicted. People would go to their cupboards, and, like Mother Hubbard, find them bare. The scene is the present--February 1944. With Harry L. Carr, we ask you this question: Are you hungry?

THE SPICE SITUATION: UNDER CONTROL
By Joe Boyle Page 7

Before the war, spices poured into the United States from the far corners of the earth. From Zanzibar and Madagascar and Ceylon and Jamaica came what it takes to put an exotic touch to our daily fare. We hoarded our supplies, thanks to FDO No. 19, and today we have pepper to put on our scrambled eggs.

PACA - UMPIRE OF DISPUTES
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How soon is "immediately?" How many shoulder bruises are "normal" for tomatoes in transit. With the Navy moving ahead in the Marshall Islands and the Army getting ready for the invasion, you probably don't give a darn. But somebody must answer such questions, and the Perishable Agricultural Commodities Act is the outfit that does it--and keeps the wheels of food distribution moving.

NEW CHEESES - NEW PROBLEMS
By Esther Osser Page 15

Most of the fancy cheeses--the glamorous and not so glamorous--are out for awhile. Cheddar, the kind of cheese the grocer used to keep under cover back by the pickle barrel, is in. Cheddar will hold up a long time in storage--which means something to American fighters.

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STARVATION OR PLENTY

. . . . By Harry L. Carr

Are you hungry?

You're not? How can that be?

About 12 months ago a number of self-appointed "experts" predicted that hunger would stalk the land in the early months of 1944. February, in particular, was the month the experts feared. During February, it was stated, "civilians would be living on a diet well below the nutrition level."

Well, here we are. It's February.

The flood-tide of hogs has abated somewhat but meat-packing plants out in the Middle West still have about all the porkers they can handle.

Laying flocks all over the country have gone into all-out egg production. Retail ceiling prices on eggs have been reduced and the Government is buying local surpluses in the East and South.

Record Citrus Crop

The citrus crop is a record. While no difficulty is expected in marketing this fruit, Government men are keeping a wary eye on the movement to prevent a market glut.

Potatoes in storage are at an all-time high level. The Government sincerely wishes people would eat more spuds so as to avoid the need for large-scale Government buying.

Cabbage. The 515,000-ton crop of winter cabbage is a source of worry. Even with efforts to divert some of this food to canners, the market may not absorb it fast enough.

Large stocks of butter, cheese, poultry, beef, pork, lamb, mutton, and lard were in cold storage on February 1 for use later on in the year.

The important thing to remember about the food situation here in early 1944 is this: There is no famine and there is none in sight for as far ahead as Government men can see.

Where did the "experts" get off the track?

It would seem, offhand, that they translated the shortage of a *few* foods into a shortage of *all* foods. That is something like getting your pocket picked in New York and at once jumping to the conclusion that all New Yorkers are thieves.

Of course there have been shortages of some foods. Beef, butter, onions, fluid milk, salmon, turkeys--you can name them yourself.

But can we blow up a shortage of onions or butter or beef to famine proportions? Hardly. We have other foods to turn to.

We are fortunate in this country that we can turn to other foods when a shortage of one shows up. In Greece, Yugoslavia, Poland, and other countries occupied by the Axis, a food shortage means a shortage of all foods--not just the ones the people like or are accustomed to eating. If we talked to some of the desperate people of Europe about our food shortages, they would look at us in amazement. In comparison with their situation, there just isn't any comparison.

We have been sitting pretty when it comes to food.

Civilian Consumption

In 1943, the Bureau of Agricultural Economics reports civilian consumption was 10 percent above the low point reached in 1935. Increases in the consumption of fresh milk, poultry, eggs, potatoes, beans, nuts, and grain products--some of which are now enriched with iron and the B vitamins--offset to some extent the curtailment in civilian supplies of meats, fruits, vegetables, fats and oils, and sugar.

It doesn't sound like a famine, does it?

Criticism of Government programs is all right; it keeps Government people on their toes. Predictions are all right, too; the human race has been making them for countless centuries.

But predictions about "food" and predictions about "particular foods" are two different things. The modern soothsayer who wants to keep his batting average high should learn to make the distinction.

If he doesn't intend to limit his predictions to a few foods, he should take a look at the over-all record--and proceed cautiously. The record actually is so satisfactory that most people--both in and out of the Government--seems to have overlooked its significance.

It can be broken down to three parts:

1. American civilians are enjoying greater per-capita supplies of food in every food group--except milk--than they had in 1935-39, the "surplus" years. This fact is simply amazing, considering that we are in an all-out war, 10 times larger than World War I--a war that has drawn off 10 million soldiers, 3 million civilian Government employees, and millions of others into war industries.

2. Every one of America's 10 million soldiers and sailors--fighting on 56 fronts, from frozen wastes to tropic jungles--is getting plenty of

food in the right nutritive balance. The problem of providing three square meals a day to every soldier everywhere is truly enormous. This is one of the most thrilling military achievements of the war, involving huge reserves, here and abroad, with contingencies against reverses, losses, sudden shifting of fronts, and possible blockade or isolation of troops.

3. After doing these two "must" jobs first, we still are able to supply effective quantities of food to our allies, to the stricken people still under the Axis heel, to the people of liberated areas, to friendly neutrals suffering losses of former food sources, to our own territories in the Caribbean and the Pacific.

These three facts cannot be refuted. When carefully considered, they demonstrate that whatever mistakes have been made in carrying on the war food program, this country has done the job it started out to do--the job that had to be done.

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U. S. CIVILIANS TO GET MORE FROZEN VEGETABLES

U. S. civilians will get more frozen vegetables during the year ending June 30, 1944. So will the armed forces and Hawaii.

With the 1943-44 production of frozen vegetables for all purposes expected to reach an all-time record high of 233 million pounds, (frozen weight) by June 30, civilians should receive about 158 million pounds or approximately 28 million pounds more than during the 1942-43 crop year.

About 74 million pounds will go to the armed forces, compared with 32 million pounds during the preceding year.

Shipments to Hawaii will total slightly over a million pounds.

Vegetables that usually are available in frozen form include snap beans, lima beans, corn kernels, peas, spinach, asparagus, broccoli; Brussels sprouts, cauliflower, corn on the cob, and others. The largest packs are peas, lima beans, spinach, and snap beans.

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Abnormal weather during recent months, particularly the dry weather that has persisted over large areas, has been causing some uneasiness regarding crop prospects. In recent weeks, however, there has been great improvement in some of the dry areas. Prospects now appear definitely subnormal only from eastern portions of Wyoming and Montana westward, where more rain or snow is urgently needed to insure adequate moisture for dry-land crops and for most irrigated areas.

KRAUT PROGRAM TO USE ABUNDANT CABBAGE CROP

Cabbage supplies are large; kraut supplies are small.

The cabbage is in the South; most kraut factories are in the North.

The War Food Administration has offered to foot part of the cost of transporting the cabbage from producing sections to kraut factories, in order to make good use of a very nutritious food.

It is a new type of program. For that reason WFA officials are keenly interested in the way it works out. It may be used again.

Normally, winter-grown cabbage is not widely used in the production of kraut. This year, however, the winter crop is estimated at a record high of 483,600 tons--74 percent larger than the 1943 winter production of 278,600 tons. So the WFA is encouraging kraut packers to process up to 50,000 tons of cabbage from the winter and early spring crops. The winter crop is grown in California, Arizona, Texas, and Florida; the early spring crop comes from Louisiana, Mississippi, Alabama, Georgia, and South Carolina.

Under the program, packers must pay growers not less than \$15 bulk per ton for their cabbage loaded f.o.b. shipping point, including ventilation racks when necessary. The packer also must agree to assume \$7 of the cost of transportation per ton for cabbage. If the transportation cost should run as high as \$15, say, the WFA will pay the packer the difference between \$15 and \$7 or \$8. The WFA will go as high as \$16 in helping to defray transportation costs.

In order to be eligible for payments, processors must make at least 130 gallons of sauerkraut from each ton of cabbage for which payments are claimed unless the WFA determines that failure to process this minimum "packout" is not due to the fault or negligence of the packer. In the absence of such a determination and in event less than 130 gallons of sauerkraut per ton of cabbage is diverted, the diversion payment will be reduced proportionately.

It should be emphasized that 50,000 tons of cabbage for kraut will still leave a very large amount of cabbage to be consumed in the fresh market. So winter cabbage has been designated a Victory Food Selection from February 24 to March 4 as a means of encouraging increased consumption and broadening the outlets for fresh cabbage. Cabbage also will be featured in the "Low Cost--No Point" campaign, which will be carried on by the WFA and other Federal Agencies in cooperation with retail food stores throughout the Nation during March and April.

Cabbage, remember, is one of the most nutritious foods for the money consumers can buy.

THE SPICE SITUATION: UNDER CONTROL

. . . . By Joe Boyle

The spice situation for civilians is under control--both figuratively and literally.

Low prices and large crops in the countries where the important spices are grown--India, Netherlands East Indies, Ceylon, China, French Indo-China, Africa, Zanzibar, Madagascar, and the West Indies--encouraged importations in excess of normal for several years preceding the war. Marketing of these stocks has been controlled carefully under Food Distribution Order No. 19 and regular civilian rationing has been unnecessary.

Eight spices--black pepper, white pepper, cloves, ginger, nutmeg, mace, cinnamon, and pimento--are covered by FDO No. 19 at present. Some of the sources that supply these spices were cut off entirely by the war and shipping space from all areas has been limited. With future supplies of these spices somewhat up in the air, FDO No. 19 was designed to make the stocks we had in the United States go as far as possible and as fairly as possible through regular trade channels--packers, industrial users, wholesalers, retailers, and restaurants--through whom consumers receive their spices.

Adequate Supplies

With the present distribution program in effect, there is good reason to believe that the quantity of most spices on hand will be adequate for normal U. S. civilian consumption for the duration. In fact, the Office of Distribution recently announced that the Spice Industry Advisory Committee had recommended the distribution of larger supplies of nutmeg and mace. Recent arrivals of cloves, the first in over a year, have built up inventories and cloves soon will be marketed without restriction. The same will be true of pimento (allspice) following a very favorable crop and relatively large imports.

Spices are among our most interesting foods, coming from the far corners of the earth and from many plants. In their native state, some spices are seeds, some roots, some berries, some leaves, some flowers, and some the bark of trees.

Black pepper is familiar to everyone. It is the most generally used of all the spices. Black pepper comes from a small round berry, picked before it is ripe from a climbing vine, where the berries grow like clusters of currants. Black pepper is grown in India and the Netherlands East Indies. White pepper is manufactured by removing the outer hull from black pepper.

Cloves are the nail-shaped flower bud of the stately clove tree, which grows in Zanzibar, Madagascar, and the Netherlands East Indies.

Ginger is the root of a tuberous plant grown in Jamaica, West Africa, India, and the Orient.

Nutmeg is the kernel of a fruit, also known by that name. Nutmeg comes from the British West Indies and the Dutch East Indies.

Mace resembles nutmeg in flavor. In fact, it comes from the arillus or fleshy growth between the nutmeg shell and the outer husk and, of course, comes from the same part of the world as nutmeg.

Cinnamon or Cassia is the thin, aromatic bark of the Ceylon cinnamon tree. Ceylon cinnamon is not as strong as the Cassia which we used to get from China, Indo-China, and Java, but it has a very fine flavor.

Pimento, or allspice, comes from the pea-sized fruit of a West Indian tree. Its flavor resembles a blend of cinnamon, nutmeg, cloves--hence its name, allspice.

There are many other spices, of course, but these eight--briefly described above--are among the most important and widely used spices imported into the U. S. and covered by FDO 19.

Although red pepper, paprika, and mustard seed were the only spices produced in this country heretofore, a number of other items, such as sage, caraway, poppy, and coriander are now being produced in increasing quantities. Mexico and other Latin American countries are now also producing commercial quantities of a number of items formerly not available.

Substitutes have been developed by packers and distillers for various spices in short supply. For example, a synthetic product, developed for cinnamon, has a satisfactory flavor and odor and very closely approaches the types of Cassia formerly available.

Imitations of most of the other leading spices have also been developed. Most of these imitations require varying proportions of the natural product. In addition, distillers are producing substitutes, imitations, and various combinations of oil, which may be used as such or blended with a base and distributed in dry form. These products are used primarily by the manufacturing trade.

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Civilians will get less cheese this year. Recently announced allocations show that the civilian share of all cheese in 1944 will be 4.2 pounds per capita, compared with 5.1 pounds in 1943 and the 1935-39 average of 5.6 pounds.

The total allocable supply is 987.1 million pounds, which will be divided as follows: Civilians, 540.0 million pounds; armed forces, 155.7 million pounds; allies, 214.5 million; other exports, 16.9 million; and a contingency reserve of 60.0 million pounds.

WFA ANNOUNCES PRICES
FOR DRIED EGGS IN MARCH

The maximum price at which the WFA will consider offers of dried whole eggs in March is \$1.13 per pound; f.o.b. New York and Seattle, for powder packed in 150 to 200 pound barrels of 95.00 to 95.99 percent solids content and of a palatability score of 6½.

A premium payment of ½ cent per pound will be made for dried eggs having a palatability score of 7.0 points, 1 cent per pound for powder scoring 7.5 points, and 1½ cents for that scoring 8.

For dried whole egg powder having a solid content between 96.00 to 96.49, the premium will be ¾ cent per pound; for 96.50 to 96.99 percent, 1½ cents; 97.00 to 97.49 percent, 2½ cents; and for 97.50 and above a total premium of 3 cents per pound.

In addition to the premiums and the base price, the WFA will pay 1 cent per pound for all of the product accepted which is held, until delivery, at 50 degrees F. or under.

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Canners will be required to set aside from their 1944 production about 70 percent of their 1942-43 average annual production of canned fruits and about 50 percent of their 1942-43 average annual production of canned vegetables. Government requirements from the 1944 pack of canned fruits are estimated at about 36 million cases and of canned vegetables, roughly 92 million cases.

Quantities that must be set aside during the approaching packing season amount to approximately 14 million more cases of canned fruits and juices than last year and 35 million more cases of canned vegetables.

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Despite a record slaughter of meat animals, the number of livestock on farms increased during 1943 and on January 1, 1944, was at an all-time peak. A sharp increase in hogs and a further increase in cattle more than offset decreases in horses, mules, and sheep.

Animals on farms January 1 compared with a year earlier are as follows: Hogs, 83,756,000--73,736,000; all cattle, 82,192,000--79,114,000; milk cows, 27,607,000--27,106,000; sheep, 51,718,000--55,775,000; horses, 9,330,000--9,675,000; mules, 3,559,000--3,704,000; chickens, 572,460,000--540,798,000; turkeys, 7,520,000--6,704,000.

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Allocation of castor oil has been suspended until July 1, 1944.

WFA URGES INCREASED
USE OF IRISH POTATOES

The War Food Administration has begun an all-out campaign to encourage increased consumption of Irish potatoes. The potato crop last year was the largest in history, stocks now on hand exceed normal carry-over supplies for this time of year, and there are ample quantities of potatoes to meet the needs of consumers.

Housewives, restaurants and other public eating places, schools, and institutions are being urged to serve more potatoes and to serve them more frequently.

Various merchandising drives will be employed, including the "No Point--Low Point" sales promotion through all retail stores in March and April. The help of press, radio, and other public information media is being sought. Educators, nutritionists, women's clubs, civic clubs, trade associations, and other groups all are being asked to join in an intensive educational campaign on the important place of potatoes in the diet.

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Details of the proposed price support program to growers and canners designed to facilitate maximum production and processing of vegetables for canning in 1944 have been released by the War Food Administration. If you are interested, (this is a long release), write to the Marketing Reports Division, Office of Distribution, War Food Administration, Washington, D. C., and ask for the press release headed "WFA ANNOUNCES PROPOSED 1944 SUPPORT PRICES FOR VEGETABLES FOR CANNING AND CANNED VEGETABLES."

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The War Food Administration has purchased 332,353 bales of raw cotton in the open market, which--added to quantities it has or will buy from the Commodity Credit Corporation--is expected to take care of requirements of U. S. allies through the fall of this year.

The cotton was purchased on 69 contracts. More than a million bales were offered by bidders.

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An amendment to the sperm oil order (FDO No. 37), effective February 18, frees the oil for use in the manufacture of lubricants, or lubricant additives, cutting oils or cutting compounds, grinding oils, duplicating stencils, hectograph carbons, carbon papers, mimeograph inks, and typewriter ribbon ink. Some restrictions are placed on manufacturers, however, who use more than 2,000 pounds per month.

PACA — UMPIRE OF DISPUTES

. . . By Elinor Price

When you step up to a counter, weigh out 10 pounds of potatoes, and pay the grocer his price--that's one kind of transaction. But if you are a vegetable buyer in Philadelphia and need a carload of potatoes and have to arrange with a dealer in Maine for the purchase and shipment of a U. S. No. 1 Grade product--that's another kind of transaction. One is quick and simple; the other may be drawn out and complex.

As a Philadelphia carlot buyer, how can you be sure that you're getting what you're paying for? Maybe only a part of the carload will be top grade, maybe the carload will be short weight, maybe the potatoes will be Cobblers instead of Green Mountains. In fact, the whole purchase is one big "MAYBE" until the potatoes--the kind you ordered--are stored away in your warehouse. Up in Maine, the potato shipper has his troubles too. What if he should send off that carload of potatoes and then have the Philadelphia dealer say it isn't the grade he ordered and refuse to accept the shipment--or, having accepted, refuse to pay the contract-price? There you have a situation in interstate commerce that must be solved in such a way as to be fair to both dealers.

Square Deal

Under the provisions of the Perishable Agricultural Commodities Act these two dealers each will get a square deal and the potatoes will finally get into the retail market without financial loss to either man. For the PACA protects both the seller and buyer of carloads of any perishable agricultural commodity; it controls all the possible conditions of sales, such as weight, grade, price, and kind; it prohibits tampering with the stamps, tags, or notices on the fruits and vegetables; and generally prevents unfair and fraudulent practices in the marketing of fresh fruits and vegetables in interstate or foreign commerce.

In addition, it provides a method by which any party to the deal may complain to the War Food Administration if he feels that he has not had a square deal. A decision will be rendered and certain adjustments and reparations ordered. Of course, buyers and sellers of goods could take their cases to a civil court and have the matter thrashed out long before June 1930 when the PACA came into existence. Even now they may go to civil court without appealing to the PACA first, or if they are not satisfied with the PACA ruling, may appeal to the courts. But the PACA helps to keep disputes from reaching such a stage by setting up what might be called "standards of conduct" for business dealings. Each dealer, broker, or commission merchant knows beforehand what is expected of him under the law. He knows, too, that if he abides by these "standards" he will be fully protected.

But, since people are human, disputes still arise and sometimes a dealer will refuse a shipment of fresh broccoli, say, because in his

opinion it isn't the quality or kind of broccoli he believed the contract called for. Yet, the shipper of the broccoli might be just as convinced that it does meet the contract specifications. So some method of adjustment is absolutely essential for smooth trade relations and efficient distribution of perishable foods.

Take the case of a cooperative vegetable growers' association in California, which agreed to ship two carloads of U. S. No. 1 mature green tomatoes to a dealer in Chicago. A sample lug of tomatoes was acceptable to the Chicago dealer, but when the carloads arrived the buyer rejected them because delivery-point inspection revealed an average of 13 percent of grade defects. In addition, 6 percent of the tomatoes were soft and 6 percent had sustained shoulder bruises, so the buyer declared that the carloads were not representative of the sample lug. Since the original buyer refused to purchase the carloads at the agreed price, the cooperative resold them to another Chicago firm, but at a loss of approximately \$350. The cooperative filed a complaint with the WFA to recover the \$350. It was ruled that an increase of 6 percent of soft tomatoes and 6 percent shoulder bruises were not abnormal, and developed during transit. The cooperative, therefore, had lived up to its part of the bargain by shipping U. S. No. 1 tomatoes. Therefore, the carloads had been rejected without reasonable cause and the Chicago dealer was ordered to compensate the cooperative for the loss.

"Immediately"

The shipper can be wrong, too. A firm in New York purchased a carload of broccoli from a dealer in California with the understanding that the payment would be made by airmail check "immediately" upon notice that the car was on its way. When the check hadn't arrived 4 days after the car had been dispatched, the California dealer ordered the car diverted to another buyer. Well, the New York firm felt it had lost approximately \$600 because the shipment had not arrived. It was ruled that the California dealer was at fault since the check had been mailed within a reasonable time, in other words, "immediately," and therefore the California dealer had failed to deliver the broccoli "without reasonable cause."

In some cases the issues are very clear-cut. A vegetable dealer out in Colorado, for instance, refused to pay brokerage fees of \$25 per car to a firm in Michigan that had negotiated the sale of four carloads of lettuce for him. Well, it didn't take the WFA long to decide that the Colorado fellow must pay his debts if he wanted to stay in business.

Another time, a dealer in Texas contracted to buy 500 bags of New Mexico onions at \$1.50 per sack. The onions arrived and part of the money was paid, but the Texas dealer refused to pay all of it. He said that when the onions were delivered they were not up to grade, that he had rejected the shipment, and had then been authorized to resell the onions at a loss. In defense, he said a trade custom in his vicinity gave him

the right to inspect the onions at the destination point. But when the case was brought before the WFA no proof was given for such a custom and no proof was shown for authorization to resell. It was ruled that the Texas dealer "failed to account" for the total contract price of the onions and was ordered to pay the difference between the contract price and the amount already paid.

Again, both parties to a deal may honestly fulfill the terms of the contract, but still have to take their case to the PACA for final settlement. This happened when a Michigan dealer shipped a carload of graded potatoes to a buyer in Chicago. At delivery point the carload was re-inspected and the original grade was reversed. The Chicago dealer was then authorized to resell for the account of the shipper and the resale resulted in a deficit. But when the time came for the Michigan man to pay up, he refused on the basis that he had shipped the required grade. The WFA decided that although the Michigan man had "reasonable cause for failure to deliver" because of the reversal of the shipping-point inspection, he was still liable for the loss since he had subsequently authorized, in writing, the resale for his account.

Other cases will involve claims of shortages, failure to pay for goods received, tampering with seals on carloads, and dealing in interstate commerce without a license. Although the WFA is constantly hearing complaints under the provisions of the PACA, the number of cases is very small in comparison with the number of successful interstate contracts for the sale, purchase, and handling of fresh fruits and vegetables. In addition, more than 90 percent of the disputes and complaints are settled without a formal hearing and decision. In the past year payments totaling \$602,564.94 were made as a result of informal, amicable settlements effected by PACA administrators. This compares with the 125 formal decisions rendered by WFA, with reparations amounting to \$59,021.25.

Most deals go through smoothly, with no disputes. When a hitch develops, Federal-State and Federal inspectors are ready at all times to grade shipments and to help keep the wheels of food distribution rolling. Carloads of precious food that are refused by the buyer because they do not measure up to contracted grades or quantities must be reinspected; the sellers and buyers must be willing to renegotiate; every difficulty must be removed so that food--every bit of it--will be put to its best use. The PACA helps to do this.

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With above-normal temperatures and fair weather prevailing in most parts of the country during the last week in January, seasonal farm work progressed rather satisfactorily, and the number of persons working on farms rose almost as much as usual. Farm employment totaled 8,383,000 persons on February 1, compared with 8,369,000 persons on February 1, 1943. Included in the work force were 13,489 Mexicans, 2,142 Jamaicans, and 3,524 Bahamians.

LARGE WINTER SPINACH CROP FORECAST BY BAE

The Bureau of Agricultural Economics, in its February 9 Truck Crop Report, forecast a winter spinach crop of 8,717,000 bushels. This compares with the 1943 crop of 6,718,000 bushels. Spinach is one of the most nutritious vegetable crops, supplying abundant amounts of vitamins A and C. It is a good food to serve frequently until your Victory Garden comes into production.

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DRY MILK LIMITATION ORDER ISSUED BY WFA

Beginning March 1, domestic sales of all products made by drying milk or milk mixtures--except infant foods and products made exclusively from skim milk, buttermilk, or whey--will be restricted in order to divert milk from these products to those that are suitable and vitally needed for war export. These "preferred" commodities include dried skim milk, high-quality dried whole milk, butter, Cheddar cheese, and evaporated milk.

Manufacturers of "dried milk products," which are defined as containing 35 percent or more milk solids, may sell for domestic civilian consumption every 3 months either 75 percent as much of these products as they sold for such purposes during the same 3-month period in 1942, or 10 percent of the sum of their current sales to Government agencies and for commercial export. Domestic sales of "dried milk compounds," defined as containing less than 35 percent of milk solids, will be limited to 100 percent of such sales during 1942.

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Branding so-called bargain seeds as "the biggest slackers on the farm today," analysts in the seed testing laboratory at the New York State Experiment Station at Geneva, are urging farmers, gardeners, and all others who buy seeds this spring to shun bargain seeds.

"True it is that the Federal Seed Act is of great help in controlling untruthful statements about seeds moving in interstate commerce, yet it does not prevent the sale of much undesirable seed if the farmer orders such seed," Station officials said. "Catch phrases, such as 'free samples,' 'save money,' 'big bargains,' are simply devices to attract prospective buyers," officials pointed out.

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Lend-lease food deliveries in December 1943 totaled 900,000,000 pounds, compared with 1,028,000,000 pounds in November.

NEW CHEESES—NEW PROBLEMS

. . . . By Esther Osser

It would seem, on the surface, that the War Food Administration is stifling the inventive genius of the cheese industry.

Manufacturers, on the one hand, are willing and anxious to give the public a wide variety of fancy cheeses. WFA, on the other hand, has put out a rule that keeps most of the milk for cheese going to the manufacture of that old standby, American cheese--Cheddar, the trade calls it.

Such a rule, however, has plenty of wartime precedents. The automobile industry would like to release several million fancy machines to the public. Refrigerator manufacturers have blue prints of equipment that will do almost everything but wash the baby. But the War Production Board, through a simple procedure called "priorities," has channeled the strategic materials that go into automobiles, refrigerators, and other consumers' goods into the manufacture of munitions.

Cheese is a munition, too; at least Cheddar cheese falls in that category. Here's why:

Cheese a Munition

Soldiers still training in the United States get a large part of their milk nutrients in fluid form, via the milk bottle. When they go overseas, however, they must depend on processed dairy products that can be shipped across the ocean with them . . . products like milk powder, evaporated milk, and Cheddar cheese.

There are a great many other varieties of cheese, of course, but it's been found that Cheddar is most satisfactory for export purposes. For one thing, it's got more milk solids and less water per square inch than many other types. For another, it can be produced more rapidly and by a greater number of manufacturers than other types. Moreover, it can be shipped to hot climates or cold; take a lot of rough handling; be stored for a considerable period of time--and, when ready for use, be fresh and tasty.

Last year, U. S. military and war services needed about 150 million pounds of Cheddar cheese. In 1944, they'll need an extra 5 million pounds.

Our allies, too, have requested more Cheddar cheese to supplement their slim milk and meat rations--and we've allocated them, and the Red Cross 65 million pounds more than they received last year.

At the same time, U. S. civilians would like more Cheddar cheese and they've got enough money to pay for all they'd like. Before the war,

this type outsold all other varieties 3 to 1. Since Cheddar has been scarce and other varieties relatively plentiful, however, housewives have been taking whatever is available. The civilian demand for cheese apparently is sufficiently great that most any kind of cheese is readily accepted, even new kinds that are higher in price and lower in milk content.

While demand and requirements for Cheddar cheese have been rising, however, production has been spiralling downward at an increasingly rapid rate. Last year, we produced about 150 million pounds less of Cheddar than in 1942. On the other hand, output of other varieties, such as brick, limburger, cream, roquefort and Italian, was about 11 percent higher in 1943 than a year earlier.

Continuation of this trend would have meant one of two things: (1) The Government would have been unable to meet essential war needs for cheese or (2) civilian supplies of Cheddar cheese would have had to be sharply reduced. To forestall either situation, the War Food Administration has issued an order--Food Distribution Order 92--limiting the total quantity of cheese other than Cheddar which manufacturers can make to the total quantity they produced in 1942. The order went into effect February 1.

No Restrictions on Individual Varieties

The restriction does not apply to individual varieties. For instance, there may be just as much Swiss cheese produced in 1944 as in 1943, or even more for that matter. If a manufacturer chooses to do this, however, he'll have to cut down sharply on some other varieties that he's been making. So far as the WFA is concerned, it's the *total* amount of milk used in manufacturing these cheeses that's important. Cottage, pot and bakers' cheese are not included among the restricted types since the use of milk in these cheeses already is controlled under the fluid milk conservation order, FDO 79.

On the basis of a 21-million pound increase in the output of cheese other than Cheddar and cottage last year, FDO 92 is expected to conserve at least 208 million pounds of milk for Cheddar manufacture or for the manufacture of other war-important dairy products such as butter, dried milk, and evaporated milk. Actually, it may conserve even more milk than this annual figure would indicate since the uptrend in production in recent months has been especially sharp. In November 1943, for instance, production of cheeses other than Cheddar and cottage was 30 percent higher than production of these types in November 1942.

With Cheddar production expected to be 30 million pounds greater in 1944 than last year, because of FDO 92 and other milk conservation orders, the civilian per capita share will be only about two-thirds of a pound less over the year despite the increase in war requirements. The per capita share of other types will be about one-third of a pound less.

It may be a sacrifice for some civilians when they curtail their cheese consumption. But compared with the total war effort--it can only be a very small sacrifice.

- PERTAINING TO MARKETING -

The following reports and publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach, and mail to the Office of Distribution, War Food Administration, Washington 25, D. C. No letter is required.

Addresses

- Cooperation Between Government and the Food Industry. February 13, 1944. 6pp. (processed) By E. A. Meyer
- Distribution of Fresh Fruits and Vegetables in Wartime. January 19, 1944. 8pp. (processed) By C. W. Kitchen
- Food Processing Activities of Office of Distribution. February 13, 1944. 6pp. (processed) By C. W. Kitchen
- Sharing the Food Supply. January 25, 1944. 6pp. (processed) By Roy F. Hendrickson
- Food Processing in Wartime. February 13, 1944. 9pp. (processed) By John E. Dodds
- A Review of the Butter Program. February 16, 1944. 7pp. (processed) By Tom G. Stitts
- Objectives of the Cheese Order (FDO 92). February 17, 1944. 4pp. (processed) By Tom G. Stitts

Reports

- Your Markets Have Moved. February 1944. 8pp. (processed)
- Growing Vegetables in Town and City. M.P. 538. (Agricultural Research Administration) January 1944. 40pp. (printed)
- Production of Manufactured Dairy Products 1942. (Bureau of Agricultural Economics) February 1944. 34pp. (processed)
- World Needs for U. S. Fiber and Tobacco. (Bureau of Agricultural Economics) January 1944. 22pp. (processed)
- Livestock on Farms Jan. 1. (Bureau of Agricultural Economics) February 18, 1944. 15pp. (processed)

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